
Key Opportunities

Growth Potential:

The district is experiencing an exciting period of opportunity for renewal and strengthening of its vision for the future. The Local Plan adopted in 2020, outlines the district's vision for development and growth to 2033.

In addition to being the spatial strategy, it also outlines expected levels of growth and highlights where development sites have been allocated for new homes and jobs. This strong drive for growth can be seen by the key housing developments, which are currently being delivered.

There are private sector developments at Berry Hill (1,700 dwellings) and Penniment Farm (430 dwellings) as well as Mansfield District Council-led programmes such as the White Hart area (101 properties), Centenary Road Phase 3 (Approx. 100 properties) (Future Homes Standard), Bellamy Road Community Heart (Approx. 22 properties) and The Willows (4 apartments).

This all offers a real opportunity to enhance the economic make-up of Mansfield and give a refreshed sense of purpose for the town centres to be able to thrive.

Town centre:

Mansfield is the heart of the district, and is a town filled with heritage.

It has a small cultural quarter comprising of a regionally acclaimed theatre, museum and arts centre for budding performers. Continual improvements have been made to the town over the recent past, including the £1.4m Mansfield Town Hall renovation project, creating office and business start-up units and the beginning of the delivery of the £1.2m National Lottery Heritage Fund project to restore properties on Leeming Street.



Mansfield is the heart of the district, and is a town filled with heritage. It has a small cultural quarter comprising of a regionally acclaimed theatre, museum and arts centre for budding performers.



The town has an eco-building and flagship project at Queen's Place. This £2.4m project was developed to improve a home for new office and retail businesses and is opposite the town's new transport interchange.

In recent years, the council has also led the way on introducing in-town residential areas and supporting its ageing community through independent living schemes. Town View is a £9.4m housing development built on the site of the former General Hospital, which had remained derelict for more than 20 years. The extra care development now provides 55 luxury homes for people aged 55 and over. Poppy Fields, just outside of the town centre, offers units for extra care and independent community living.

On the edge of the town centre, the Stockwell Gateway is earmarked for the town's first upper tier (3* plus) 100-room hotel. It will have an ancillary restaurant, three further restaurants with associated parking, creating Approx. 5,770 sq ft of new leisure floor space. Once completed, the scheme will employ 140 people, receive 40,000 overnight stays per annum and make a contribution to economic output (GVA) of an estimated £4.8 million per year. A decision is pending on the planning application.

The town centre has a number of key development sites that have the potential to accommodate new retail, commercial, housing and leisure development, providing great potential for Mansfield to attract a more diverse range of customers.

The town centre has a number of key development sites that have the potential to accommodate new retail, commercial, housing and leisure development, providing great potential for Mansfield to attract a more diverse range of customers.

There is also great opportunity to meet the challenge of increasing town centre green space bringing forward a raft of greening schemes, particularly focused on Stockwell Gate, West Gate, the Market Place and some of the access areas to the Four Seasons Shopping Centre as these areas would have the greatest impact on the highest number of people.

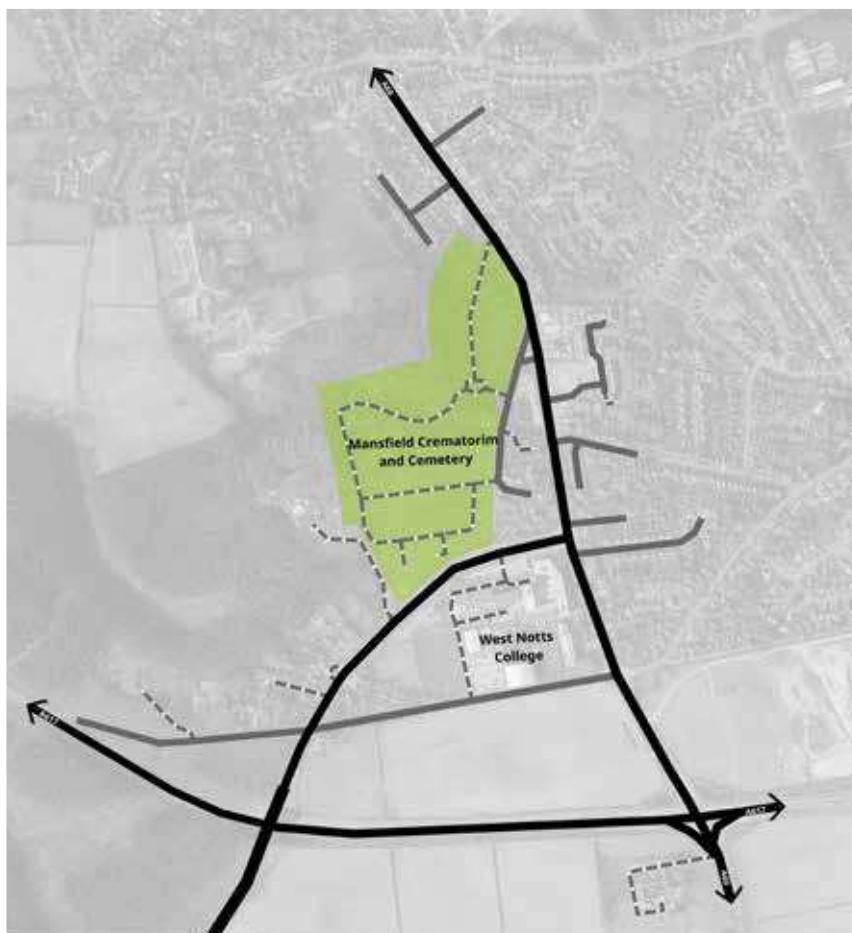
Enhancing the green amenity and public realm facilities will improve people's mental wellbeing, increase dwell time in the town, improve perceptions of the town, enhance the visitor experience and improve the air quality for Mansfield. This will be a complementary addition to Mansfield's high quality Green Flag award-winning parks.

Skills and growth:

Nottingham Trent University (NTU) has demonstrated the confidence to invest in Mansfield to a high level to deliver a new programme of degree level courses through a partnership with West Nottinghamshire College (WNC).

They have committed to invest £6 million in the district to deliver higher educational qualifications in the town from 2020.

Over the next four years, up to 1,500 new students are expected in Mansfield, with an emerging demand for student accommodation. This is a key driver and game changer for the district, with around 50% of the expected students coming from outside the district and requiring student accommodation, which if located in the town centre will drive new footfall and associated commercial opportunities. Funds have been requested, as part of the Future High Streets Fund bid, to convert some of the currently empty buildings within the town centre into student accommodation to enable this to progress.



Over the next four years, up to 1,500 new students are expected in Mansfield, with an emerging demand for student accommodation.

NTU Future Tech Skills and Knowledge Exchange Centre

The re-development of the Chesterfield Road site will encompass NTU's Knowledge Exchange and Enterprise Centre, this will provide direct access to world-leading university research, expertise and technologies. The KE and Enterprise Centre will be the North Nottinghamshire base for the University's significant business innovation and growth programmes, providing structured support to companies at each stage of their life-cycle from "start up to scale up".

The Centre will also connect with NTU's Hive (for business start-up and entrepreneurship) and enable easy access to the university's extensive programmes of support and expertise. The Enterprise support will help to increase levels of business start-up among graduates and other local residents and equip them to develop agile and sustainable businesses rooted in the Mansfield area.



Transport and connectivity:

Through investment in greener, healthier transport choices and through transforming Mansfield into a SMART-town, the Towns Fund provides Mansfield with the opportunity to set a new baseline for residents and businesses to begin to grow from.

Sustainability and clean travel are key opportunities, which we will build on with the Towns Fund through promotion of electric vehicles, cycling, walking (to improve health and wellbeing) and improved access to public transport, supported through SMART city enhancements to wayfinding reducing car-usage.



Sustainability and clean travel are key opportunities, which we will build on with the Towns Fund through promotion of Electric Vehicles, cycling, walking (to improve health and wellbeing) and improved access to public transport...



Health and wellbeing:

The Towns Fund provides us with a great opportunity to level up our district by increasing the opportunities for residents to be more physically active through the improvement of sporting facilities, parks and healthy travel options.

The fund will allow us to build on the work already happening in the district amongst local health partners (ICP, GPs and NHS) as part of our Mansfield Health Partnership.

Five priorities have been identified by the Health Partnership, some of which have been adopted from the ambitions outlined within the Nottinghamshire Health and Wellbeing Strategy. These priorities reflect the complexity of population health and the impact that the wider determinants of health can play on an individual:



Five priorities have been identified by the Health Partnership, some of which have been adopted from the ambitions outlined within the Nottinghamshire Health and Wellbeing Strategy.

- 1. Best Start – giving every child the best chance for health throughout life.**
- 2. Health Related Behaviours – lifestyles, resilience and local connections.**
- 3. Health & Work – improving access to work.**
- 4. Ageing Well – raising healthy life expectancy.**
- 5. Healthy Places – promoting health through our built environment.**

Mansfield has also been identified as a pilot project for the Sport England 'We Are Undefeatable' campaign, which targets people with multiple long-term health conditions.

Through investment in our parks and green spaces with the objective of creating destination parks we are able to offer open spaces for residents and visitors to enjoy refreshment facilities, children's play, revitalised realm and facilities. This will enable family events to be held as well as stronger relationships with local sports club providers.

A new health hub in Warsop will offer access to new facilities, which at present this area of the district does not have access to. This hub forms part of a multi-agency action plan that aims to address the issues identified. The hub would offer leisure and sports, café and rooms and space for community use. It would act as a satellite site for the delivery of multi-agency services. This project would be delivered with Sport England, who have helped develop the project and will provide match funding. It builds on the Community Insight Study undertaken to identify barriers to health and physical activity in Warsop.

The health hub will raise the health and wellbeing of residents across the north of the district who don't have access to this kind of facility. The facility will also play a central role in the development of an 'active environment' providing links to other community assets in the area and provide focus to activity that contributes to improving the health and wellbeing outcomes of residents.

A new health “hub” in Warsop will offer access to new facilities, which at present this area of the district does not have access to. This hub forms part of a multi-agency action plan that aims to address the issues identified.



Identity and brand:

Mansfield has faced historic challenges relating to perception of the town but now has an exciting opportunity to transform this negativity into a real positive energy with a focus on the future.

Steeped in history, heritage and a longstanding respect for these by the residents, Mansfield can completely revitalise its identity and brand. The Towns Investment Plan (TIP) will allow us to shape an exciting new future for the district with a focus on becoming a 21st century hub of activity. Investment in infrastructure and facilities for the public will drive their aspirations and ambitions.



Fostering a feeling of ownership by residents by taking pride in the town's history and in a shared future ambition, a new identity will be rooted in the interventions and projects set out in the TIP. The arrival of a NTU student population will breathe a new lease of life into an ageing demographic across the town. Along with the introduction of accessible public spaces, events space, sports facilities, business start-up areas and easier access will lift aspirations across the town.

Through Towns Fund intervention we can build on development happening across the district to promote an entirely new brand for the district as we look to a brighter future.

Future High Street Fund

Mansfield was one of only 100 towns across the country to be selected to progress to stage two to apply for up to £25m of Future High Street funding.





We aimed to address the wider challenges facing the town through a broad package of proposed interventions which align closely to the challenges identified within the TIP.



The business case has been submitted, and if successful, projects will include overarching image enhancement work throughout the town centre. This includes green space within the town centre, the public realm “feel” and connectivity; reimagining the Market Place to create a destination and to diversify its uses to enhance the town’s offer.

The flagship project will be the redevelopment of the former industrial heart of the town into an attractive senior persons’ residential accommodation site, which will be designed as an exemplar zero carbon scheme boasting modern design with incorporated green space.

We aimed to address the wider challenges facing the town through a broad package of proposed interventions which align closely to the challenges identified within the TIP. However, this has a more specific focus on the town centre and particularly the challenge of our declining retail sector with the reimagining our town centre as a key theme. The projects proposed align with and complement the proposals set out in the TIP to create an attractive, vibrant, healthy and skilled place.

The district will potentially see inward investment of approximately £80m during the next five to 10 years, which is a huge opportunity to re-purpose the future of the town with the ability to deliver transformational and impactful change.

This takes account of FHSF, Towns Fund, the existing Heritage Lottery Project, N2 funded Town Hall project, improvements to Walkden Street Car Park, the Stockwell Gate North redevelopment and the investment from Nottingham Trent University.

£1m Accelerator Funding for urban parks

Mansfield has also been granted £1m of further funding to deliver urban parks and greening across the town centre. These urban parks will increase mental and physical wellbeing whilst creating cycle storage infrastructure in the town centre encouraging healthy transport choices for the residents. This highlights a key opportunity for the town to reimagine our environment and the role that a town centre plays for the wider district.

Partnerships:

The town benefits from a strong partnership ethic focusing collaborative resources on its issues, and supporting long-term sustainability. The Making Mansfield Place Board, chaired by the Principal of West Nottinghamshire College, is responsible for shaping and managing this period of transformational growth for the district.

The Making Mansfield Place Board coordinates extensive resources of a wide range of partners including Mansfield District Council, Nottinghamshire County Council, D2N2 LEP, the MP, business representatives, Mansfield BID, Homes England, Mansfield Ashfield 2020, and health and education representatives.

The key focus of the board is:

To work together to shape and manage the Place of Mansfield and District focusing on the priorities around, Growth, Place, Aspiration and Wellbeing.

For more information on the Terms of Reference for the Place Board, visit <https://www.mansfield.gov.uk/town-centres/place-board-towns-fund/1>.



The district is very fortunate to benefit from a strong partnership ethic which helps to focus collaborative resources on the issues which the district faces.